CHAPTER I

INTRODUCTION

1.1 Background Of the Study

Language is a tool for human interaction. Without it, people cannot get along one another.

Language itself is a system of communication consisting of a set of sounds and written symbol which are used by the people of a particular country or region for talking or writing (Cobuild, 1995, p.15). It could be argued that all of the meanings involve interaction between the speaker and the hearer whether it is talking about colors, animals, children, love, etc; we use language as a tool of social interaction (Wierzbicka, 2003, p.1). In addition, according to Trask (1999, p.83) language is a very powerful means of declaring and maintaining one's identity, and there is no reason to suppose that this function is less important to most people than communicating information. It means that we need language to help people communicate one another to express their ideas or anything they want.

One of the implementation of language is communication. Communication itself has some purposes for human to get the interaction one another. According to Robesch (2000, p.87), communication is defined as follow

Communication is a process in which a person through the use of sign or symbol, verbally and none verbally, consciously and intentionally, conveys meaning to another in order to affect change.

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Communication is important because through the communication people can get information and give messages. One way that people can give message is through requesting.

Request is a message from the speaker that the speaker needs to deliver something to the hearer. According to Wierzbicka (2003, p.32) request is the message which is given by the speaker to get the addressee to do something. Requesting usually appears when the speaker needs help from others then they do the request. Request used by male and female is different.

Male and female have different characters that influence the request that they deliver. Tannen (1990, p.59) states that gender difference in language may also happen because of man's characteristic which is always associated with masculinity: power, tough, hard bone, big voice. But, a woman is identical with femininity such as: soft (attitude), gentle patient and soft voice. The researcher also states that female's speech is characterized by more indirect, elaborate, and focused on relationships, however, male's speech is more direct, succinct, personal, and task oriented. It means that the differences can be seen from the way male and female speak (long sentences) and the use of polite words. As stated by Fasold (1990, p.103) female are not expected to use strong expletives, such as 'damn' or 'shit' but prefers to use the weaker ones like 'oh dear' or 'fudge'. The writer concludes that female also pay attention to the politeness in communication. Politeness is employed to show awareness of another person's face (Yule, 1996, p.60). From this statement we could

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see that the request used by male and female can be analyzed from the using of direct or indirect sentence when they talk.

Furthermore, the writer analyzed about the request strategies used by male and female bosses in Wangsit Party and Event Organizer as the subject for this research. As people know, female is more polite than men. Actually, the writer found some male and female differrent characterristics from Wangsit's bosses. By analyzing these characteristics, the writer needs to find some typical differences between male and female request strategies used by the bosses of Wangsit Party and Event Organizer based on how they deliver the request to the employees when managing the wedding event. The writer also analyzes the request strategies given by male and female bosses in Wangsit in the side of directness and indirectness of the request.

1.2 FIELD OF STUDY

This study is in the field of Linguistics

1.3 SCOPE OF STUDY

This study focuses on Pragmatics. This study is limited to analyze the request strategies used by Wangsit's male and female bosses especially in wedding event (Wangsit Party and Event Organizer).

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1.4 PROBLEM FORMULATION

According to the theory of request strategies as the main theory used in this study, the writer formulates the problem as follows:

a. What are the request strategies used by Wangsit Party and Event Organizer's male and female bosses?

b. What are of request strategies mostly used by Wangsit Party and Event Organizer's male and female bosses?

1.5 OBJECTIVES OF STUDY

Considering the problems in the problem formulation, the writer formulates this study's objectives as follows:

a. To analyze the request strategies used by Wangsit Party and Event Organizer's male and female bosses.

b. To find out the differences of request strategies mostly used by Wangsit Party and Event Organizer's male and female bosses.

1.6 SIGNIFICANCE OF STUDY

The writer hopes that this study could add the knowledge for the readers about the differences of request strategies and the request strategies mostly used by male and female bosses in an event organizer.

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1.7 DEFINITION OF TERMS

a. Request : An illocutionary act whereby a speaker conveys to a hearer that the speaker wants and the hearer do an act for the benefit of the speaker (Trosborg, 1994, p.187).

b. Request strategies : A compulsory choice of the directness level by which a request is realized (Trosborg, 1994, p.192).

c. Politeness : Employed to show awareness of another person's face (Yule, 1996, p.60).

d. Pagar ayu / bagus : The usher of the Event organizer who helps the guestto find the place for sit at the wedding party.

e. Crew : People in Event Organizer who work to manage theevent in part of sound system, lighting, backstage, catering, etc.

f. Boss : A person who have the highest level in a company.